

Why marketing fails...

Marketing fails when the wrong thing is said 'to the wrong person at the wrong time in the wrong way'. Here are the top 10 reasons:

1. Talking to the wrong people using the wrong media channels

- ❖ Talking to the *wrong people* – because there isn't enough information to identify the target.
- ❖ Using the *wrong media channels* – because incorrect criteria has been used to choose them (pure cost vs ROI, popularity vs relevance to the strategy, speed vs timing/planning and reach potential vs focus/targeted). This leads to the wrong channels driving the strategy – when it should be the right strategy driving the proper channels.

2. Lack of imagination, creativity and focus

- ❖ If your marketing messages are dull and tired, and your design impersonal and irrelevant, your targets will switch off.
- ❖ Your marketing materials must be clear and focussed to engage your targets' interest.

3. Lack of sensitivity

- ❖ Nothing compensates for being insensitive. Customers hate it and will take their custom elsewhere. Sensitivity involves being respectful and helpful in all your customer engagements, especially as the amount of information you possess about them increases. Don't contact people without a good reason, and never appear over-familiar or disrespectful.

4. Lack of relevance

- ❖ Lack of relevant information to successfully profile the target.
- ❖ Unsubstantiated speculation.
- ❖ Not being informative and helpful.
- ❖ Saying what you want to say, rather than what your customer wants to hear.
- ❖ Unattractive incentives.
- ❖ Lack of experience in face-to-face selling.
- ❖ Tired/dated creativity/design.
- ❖ Communicating too much or too little.
- ❖ Wrong timing.

5. Failing to use the voice of the customer

The voice of the customer and word of mouth are very powerful in marketing. Where possible, real customers should be used to tell the story. The market believes customers more than the market believes a brand, therefore customers are often the most powerful sales channel – it is imperative to make it easy for a target to participate in the campaign or program by allowing them to share what they like about the brand.

6. Persistence imbalance

Under- and over-persistence will both hinder your marketing. Often it takes more than just one contact or engagement to capture a potential buyer's attention and educate them on the brand/product's value. Persistence must be balanced with helpfulness. If a marketer is only persistent, and not helpful, they risk annoying their target. Persistence also relates to timing, which is critical. By being persistent and helpful, a marketer increases the chances of contacting a target at the right time.

7. Lack of incentives

Incentives are useful for moving a sale cycle forward, but can also help retrieve relevant information from the target. Not everyone appreciates the same incentives, therefore being able to personalise them is critical.

8. Incorrect use of marketing budgets

Marketing budgets need to be invested wisely. It's not just about the quantity of contacts that are made, it's also about quality. Estimating how much marketing money needs to be invested per potential buyer in order to sell to them is imperative. Dividing the marketing budget by that estimate will tell how many potential buyers in a target list should be contacted. It is better to make a good impression to a few than to be ignored by many.

9. Lack of testing and tracking

Constant testing and tracking of your marketing activities is essential, including who responded to what, and who didn't – also who bought what and who did not – helping you fix what isn't working and to develop and invest in what is.

10. Non-existent or incorrect partnerships

Nobody can be good at everything, or possess all the resources needed at all times. That is why identifying the right partners is crucial to success. Sharing knowledge with people outside of your organisation creates a positive chemistry and increases the odds of more successful marketing.

If you're interested in a personal assessment to help you improve your chances of a better direct marketing campaign ROI please contact German Sacristan on 01753 215307, or email german@x1.ltd.uk